

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A method of marketing a mass consumer product, the method comprising:

providing retail establishments with quantities of the mass consumer product;
broadcasting a program of at least about 10 minutes in duration, the program containing information about the mass consumer product;

during the program, encouraging the consumers to request an incentive associated with a prospective purchase of the product, the incentive being associated with a unique code for tracking usage of the incentive to obtain information related to marketing the product; and

enabling consumers who visit at least one of the retail establishments to redeem the incentive at the time of obtaining the product.

2. (Original) The method of claim 1, further comprising demonstrating how to use the product during the broadcasting of the program.

3. (Original) The method of claim 2, wherein the demonstrating includes having at least one individual use the product.

4. (Original) The method of claim 3, wherein the demonstrating includes having multiple individuals use the product and describe their use of the product.

5. (Original) The method of claim 3, wherein the individual is an individual whose likeness appears on packaging associated with the product.

6. (Original) The method of claim 3, wherein the individual is an individual whose likeness appears on advertising material associated with the product.

7. (Original) The method of claim 1, wherein the encouraging consumers includes providing contact information for consumers to use to request the incentive.

8. (Original) The method of claim 7, wherein the contact information is at least one of a telephone number and an internet address.

9. (Original) The method of claim 7, wherein the encouraging occurs a plurality of times during the program.

10. (Original) The method of claim 1, further comprising transmitting the incentive to consumers.

11. (Original) The method of claim 10, further comprising transmitting other information about the product to the consumers along with the incentive.

12. (Original) The method of claim 11, wherein the other information includes information requested by the consumers during the request for the incentive.

13. (Original) The method of claim 11, wherein the other information includes a list of retail establishments that carry the product and are in geographical proximity to respective locations of the consumers.

14. (Original) The method of claim 1, wherein broadcasting the program includes broadcasting a program of approximately one half of an hour in duration.

15. (Canceled)

16. (Currently Amended) The method of claim 44 [[15]], wherein the tracking usage of the incentive further comprises tracking whether code provides information on redemption of the incentive has been redeemed and obtaining information on consumers who redeemed the incentive.

17. (Currently Amended) The method of claim 16 [[10]], wherein the tracking usage of the incentive further comprises generating profiles of the consumers who redeemed the incentive and categorizing the consumers based on the profiles code provides information for future marketing efforts for the product.

18. (Original) The method of claim 1, wherein the product comprises a personal care product, the application of which is designed to occur in multiple steps, and wherein the information contained in the program includes at least one demonstration of the multiple steps.

19. (Original) The method of claim 18, wherein the product comprises a hair coloring kit for performing a multi-step hair coloring process.

20. (Original) The method of claim 19, wherein the multi-step hair coloring process comprises applying highlighting material to moist hair and the demonstrating includes demonstrating the applying of the highlight material to moist hair.

21. (Currently Amended) The method of claim 1, wherein the incentive includes a coupon for purchasing the product at a reduced price and the method further comprises transmitting the coupon to the consumer.

22. (Original) The method of claim 1, wherein the incentive includes a rebate received by the consumer for mention of the program upon obtaining the product during a visit to at least one of the retail establishments.

23. (Original) The method of claim 1, wherein the incentive includes a mail-in rebate certificate which is received by the consumer by mentioning the program upon obtaining the product during a visit to at least one of the retail establishments.

24. (Original) The method of claim 1, wherein the incentive includes a free gift to the consumer upon mention of the program and obtaining the product during a visit to at least one of the retail establishments.

25. (Original) The method of claim 1, wherein the broadcasting of the program includes broadcasting the program on television.

26. (Original) The method of claim 1, wherein the broadcasting of the program includes broadcasting the program on at least one of radio, television, satellite, cable, internet, CD, DVD, magnetic media, and optical media.

27. (Original) The method of claim 1, wherein the mass consumer product is at least one of a personal care product and a cosmetic product.

28. (Withdrawn) A method of marketing a mass consumer personal treatment product, the method comprising:

broadcasting a program of at least about 10 minutes in duration;

during the broadcasted program, demonstrating a multi-step process using the mass consumer personal treatment product, wherein at least a portion of the demonstrating of the process is performed by at least one individual whose likeness appears on packaging associated with the personal treatment product;

during the broadcasted program, providing consumers with contact information to receive an incentive for a prospective purchase of the product;

fielding requests from consumers who use the contact information to receive the incentive;

transmitting the incentive to requesting consumers; and

encouraging consumers to redeem the incentive during a visit to at least one retail establishment in connection with obtaining the mass consumer personal care product.

29. (Withdrawn) The method of claim 28, wherein the mass consumer personal care product comprises a hair coloring kit for performing a multi-step hair coloring process.

30. (Withdrawn) The method of claim 29, wherein the multi-step hair coloring process comprises applying highlighting material to moist hair and the demonstrating of the at least one step includes demonstrating the applying of the highlight material to moist hair.

31. (Withdrawn) The method of claim 28, wherein the at least one individual is an individual whose likeness appears in advertising material associated with the product.

32. (Withdrawn) The method of claim 28, wherein the incentive comprises a coupon to purchase the product at a reduced price at the at least one retail establishment.

33. (Currently Amended) A broadcast medium, comprising:
a program of at least about 10 minutes in duration, the program comprising information about a mass consumer product which is provided in quantities to retail establishments,

wherein the program further includes encouraging consumers to request an incentive associated with a prospective purchase of the product, the incentive being described in the program as redeemable by the consumers during a visit to at least one of the retail establishments at the time of obtaining the product, the incentive being associated with a unique code for tracking usage of the incentive to obtain information related to marketing the product.

34. (Original) The broadcast medium of claim 33, wherein the program comprises a demonstration of how to use the product.

35. (Original) The broadcast medium of claim 34, wherein the demonstration includes a demonstration wherein at least one individual uses the product.

36. (Original) The broadcast medium of claim 35, wherein the demonstration includes a demonstration wherein multiple individuals use the product and describe their use of the product.

37. (Original) The broadcast medium of claim 35, wherein the individual is an individual whose likeness appears on packaging associated with the product.

38. (Original) The broadcast medium of claim 35, wherein the individual is an individual whose likeness appears on advertising material associated with the product.

39. (Original) The broadcast medium of claim 33, wherein the program comprises providing contact information to consumers to use to request the incentive.

40. (Original) The broadcast medium of claim 33, wherein the program is approximately one half of an hour in duration.

41. (Original) The broadcast medium of claim 33, wherein the product comprises a personal care product the application of which is designed to occur in multiple steps, and wherein the information contained in the program includes at least one demonstration of the multiple steps.

42. (Original) The broadcast medium of claim 33, wherein the broadcast medium is a recording stored on at least one of digital, magnetic, and optical storage medium.

43. (Original) The broadcast medium of claim 33, wherein the broadcast medium is at least one of tape, CD, and DVD.

44. (New) The method of claim 1, further comprising tracking usage of the incentive via the unique tracking code.